

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

Item 17. CONSUMPTION OF SELECTED MATERIALS DURING 1997

INSTRUCTIONS

- 1. Materials to Report** – Report the cost of any materials PURCHASED BY YOU if they are consumed in this establishment or are used by others to make products for you under contract.

Do not report the cost of materials PURCHASED BY OTHERS to make products for you under contract. Amounts paid to companies doing contract work should be reported in item 12, line e.

Also, do not report materials purchased by others and consumed in this establishment to make products for others under contract.

2. General – The materials, parts, and supplies listed below are those commonly consumed in the manufacture, processing, or assembly of the products listed in item 18B. Please review the entire list and report separately each item consumed. Leave blank if you do not consume the item. If you use materials, parts, and supplies which are not listed, describe and report them in the "Cost of all other materials . . ." line at the end of this section. If you consumed less than \$25,000 of a listed material, include the value with "Cost of all other materials . . .," Census material code 970099 8.

Report materials, parts, and supplies purchased, transferred from other plants of your company, or withdrawn from inventory.

If quantities are requested, please use the unit of measure specified.
- If the information as requested cannot be taken directly from your book records, REASONABLE ESTIMATES ARE ACCEPTABLE.

3. Valuation of Materials Consumed – The value of the materials, etc., consumed should be based on the delivered cost; i.e., the amount paid or payable after discounts and including freight and other direct charges incurred in acquiring the materials.

Materials received from other plants within your company should be reported at their full economic value (the value assigned by the shipping plant, plus the cost of freight and other handling charges).

If purchases or transfers do not differ significantly from the amounts actually put into production, you may report the cost of purchases or transfers. However, if consumption differs significantly from the amounts purchased or transferred, these amounts should be adjusted for changes in the materials and supplies inventories by adding the beginning inventory to the amount purchased or transferred and subtracting ending inventory.

4. Resales – Cost for products bought and sold or transferred from other establishments of your company and sold without further manufacture, processing, or assembly should be reported in item 10, line b, not in item 17 below. The value of these products shipped by this establishment should be reported in item 18B under Census product code 99989 00 6, "Resales."

Line No.	Materials, parts, and supplies (A)	Census material code 571 (B)	Consumption of purchased materials and of materials received from other establishments of your company		
			Cost, including delivery cost (freight-in) (E)		
			574 Millions	Thou-sands	Dollars
1	Newsprint	262111 8	\$		
2	Coated paper	262131 6			
3	Uncoated paper	262140 7			
4	Printing ink	289301 4			
5	Cost of all other materials and components, parts, containers, and supplies consumed . . . <i>Describe the principal materials, etc., included in this value.</i>	970099 8			
6	TOTAL Sum of lines 1–5 should equal item 10, line a		\$		

CONTINUE WITH ITEM 18A ON PAGE 6

Item 18A. TYPE OF OPERATION CONDUCTED AT THIS ESTABLISHMENT DURING 1997

Line No.	Type of business (A)		Key	Mark (X) appropriate boxes (B)	
1	OPERATIONS PERFORMED	Publishing only	401	431 7 <input type="checkbox"/>	
2		Printing only	402	441 6 <input type="checkbox"/>	
3		Both publishing and printing	403	451 5 <input type="checkbox"/>	
4	EQUIPMENT If you print, which of the following types of press equipment did you operate in 1997?	Letterpress	404	443 2 <input type="checkbox"/>	
5		Flexographic	405	444 0 <input type="checkbox"/>	
6		Offset (lithographic)	Sheet-fed	406	445 7 <input type="checkbox"/>
7			Web-fed	407	446 5 <input type="checkbox"/>
8		Gravure	408	447 3 <input type="checkbox"/>	
9		Engraving	409	448 1 <input type="checkbox"/>	
10		Screen process	410	442 4 <input type="checkbox"/>	
		Other – Specify			
11			411	449 9 <input type="checkbox"/>	

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997

INSTRUCTIONS

Special Instructions for Publishers – Report all products published by this establishment, including all those MADE BY OTHERS FOR YOU under contract. Report these products on the appropriate line(s) on pages 7–12, but not as "Resales."

1. General – The manufactured products and services listed below are generally made in your industry. If you make products that are not listed, describe and report them in the "All other products made in this establishment" section at the end of item 18B. PLEASE DO NOT COMBINE PRODUCT LINES.

If quantities are requested, please use the unit of measure specified.

If the information as requested cannot be taken directly from your book records, REASONABLE ESTIMATES ARE ACCEPTABLE.

2. Valuation of Products – Report the value of the products shipped and services performed at the net selling value, f.o.b. plant to the customer; i.e., after discounts and allowances, and exclusive of freight charges and excise taxes.

If you transfer products to other establishments within your company, you should assign the full economic value to the transferred products; i.e., include all direct costs of production and a reasonable proportion of all other costs and profits.

3. Resales – Do not report on the specific product lines those products bought and sold or transferred from other establishments of your company and sold without further manufacture. Report only a value under Census product code 99989 00 6, "Resales."

4. Where to Report –

Periodical publishing: pages 7–8
lines 1–56

Book publishing: pages 9–11
lines 57–106

Miscellaneous publishing, including shopping news: pages 11–12
lines 107–127

Newspaper publishing: page 12
lines 136–141

All other products and receipts: page 12
lines 128–146

TOTAL RECEIPTS: page 12
line 147

Part I. PERIODICAL PUBLISHING

Column (A) – Products and Services – The following definitions are to be used in classifying magazines and periodicals by major type:

Paid circulation – The periodical is sold to its readers.

Controlled circulation – The periodical is given free of charge to a controlled, exclusive readership.

Farm periodicals – Directed primarily to readership of those engaged in agricultural and related activities.

Business and professional publications – Directed to readership primarily in the business or profession covered by the subject matter of the periodical. Report business service newsletters on line 111.

General and consumer publications – General or broad interest – not directed primarily to business, professional, or farm audiences.

Professional journals – Mathematics, natural sciences, philology, medical sciences, public health, military art and science, education, social science, labor, law, public administration, welfare, etc.

If classification is in doubt, refer to audit circulation data or another recognized source which classifies your publications.

Column (E) – Receipts – Total receipts from subscription sales refers only to those receipts applicable to 1997 circulation and is not to include the receipts from the sale of advance subscriptions. Report all 1997 receipts after allowances for cash, frequency, volume or other discounts, advertising agency commissions, newsstand and carrier commissions, etc. This figure will generally correspond to the "net sales" figure in your income accounts.

CONTINUE ON PAGE 7

If not shown, please enter your 11-digit Census File Number from the address label on page 1				Census File Number					
Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued									
Line No.	Products and services (A)			Census product code	Type of revenue (sales) (C)	Value of receipts (E)			
				581		584	Millions	Thou- sands	Dollars
1				27211 12 7	Subscription/ single copy	\$			
2				27211 14 3	Advertising				
3	Business Publications and Professional Journals	BUSINESS PUBLICATIONS (Paid circulation)		27213 24 8	Subscription/ single copy				
4				27214 24 6	Advertising				
5			Wholesale and retail trade (including merchandising)	27213 25 5	Subscription/ single copy				
6				27214 25 3	Advertising				
7				27213 27 1	Subscription/ single copy				
8				27214 27 9	Advertising				
9				27213 28 9	Subscription/ single copy				
10				27214 28 7	Advertising				
11				27213 30 5	Subscription/ single copy				
12				27214 30 3	Advertising				
13			Services (excluding data management)	27213 32 1	Subscription/ single copy				
14				27214 32 9	Advertising				
15			BUSINESS PUBLICATIONS (Controlled circulation)		27213 34 7	Subscription/ single copy			
16					27214 34 5	Advertising			
17		Wholesale and retail trade (including merchandising)		27213 35 4	Subscription/ single copy				
18				27214 35 2	Advertising				
19				27213 37 0	Subscription/ single copy				
20				27214 37 8	Advertising				
21				27213 38 8	Subscription/ single copy				
22				27214 38 6	Advertising				
23		Services (excluding data management)		27213 40 4	Subscription/ single copy				
24				27214 40 2	Advertising				
25		Business publications, not elsewhere classified		27213 42 0	Subscription/ single copy				
26				27214 42 8	Advertising				
27		PROFES- SIONAL JOURNALS			27213 44 6	Subscription/ single copy			
28					27214 44 4	Advertising			
29				27213 46 1	Subscription/ single copy				
30				27214 46 9	Advertising				
CONTINUE WITH ITEM 18B ON PAGE 8									

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued							
Line No.	Products and services		Census product code	Type of revenue (sales)	Value of receipts (E)		
					581	Thou-	Dollars
	(A)	(B)	(C)	Millions	sands		
31	GENERAL AND CONSUMER PERIODICALS (Report religious periodicals and magazine and comic supplements for Sunday newspapers on lines 51–53)	Comics	2721B 10 9	Subscription/ single copy	\$		
32			2721C 10 7	Advertising			
33		Women’s, home, and fashion publications, including domestic science, child care, housekeeping, health, gardening, etc.	2721A 20 0	Subscription			
34			2721B 20 8	Single copy			
35			2721C 20 6	Advertising			
36			2721A 80 4	Subscription			
37		Special interest publications – hobby, sports, entertainment, art, photography, science, automotive, aviation, etc.	2721B 80 2	Single copy			
38			2721C 80 0	Advertising			
39			2721A 90 3	Subscription			
40			2721B 90 1	Single copy			
41			2721C 90 9	Advertising			
42			2721A 50 7	Subscription			
43			2721B 50 5	Single copy			
44			2721C 50 3	Advertising			
45		General news (including weeklies and biweeklies with news of interest to the general public)	2721A 60 6	Subscription			
46			2721B 60 4	Single copy			
47			2721C 60 2	Advertising			
48			2721A 70 5	Subscription			
49			2721B 70 3	Single copy			
50			2721C 70 1	Advertising			
51	OTHER PERIODICALS, EXCEPT SHOPPING NEWS, DIRECTORIES, OR CATALOGS, N.E.C. (2721D)	Religious – religion, theology, church bulletins, local church papers, etc.	2721D 10 5	Subscription/ single copy			
52			2721D 15 4	Advertising			
53		Magazine and comic supplements for Sunday newspapers	2721D 24 6	Advertising and copy sales			
54		Periodicals, not elsewhere classified (except shopping news, directories, or catalogs) – Specify types of these periodicals, such as "children and youth magazines," "house organs," "fraternal and club," etc.	2721D 31 1	Subscription			
55			2721D 33 7	Single copy			
56			2721D 35 2	Advertising			

CONTINUE WITH ITEM 18B ON PAGE 9

If not shown, please enter your 11-digit Census File Number from the address label on page 1

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Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued

Part II. BOOK PUBLISHING

Report separately each product listed; do not combine product lines.

Books are considered to include all nonperiodical publications of 49 pages or more exclusive of the covers, bound by any method. All hardbound collections, irrespective of the number of pages, are to be considered books.

Book Club Books – Distributed by book clubs to their members or subscribers at "retail prices." Include BOTH the books sold AND those distributed at a small charge as gift books, premiums, dividends, and/or bonus books. DO NOT include publishers’ sales of books or sheets to book clubs.

Mail-Order Books – Sales of books created primarily (50 percent or more) for delivery by mail directly to the consumer. Includes continuity program and open-end subscription sales. DOES NOT INCLUDE DIRECT MAIL SALES EXCEPT OF TITLES PUBLISHED PRIMARILY FOR MAIL-ORDER DISTRIBUTION. Other direct mail or mail-order sales, whether to institutions or to the consumer, are shown in the appropriate category such as Technical, Scientific, Business, and Medical, or Adult Trade Hardbound.

Mass Market Paperbound – All rack-size softbound fiction and nonfiction, adult or juvenile, distributed predominantly to the mass market outlets, whether directly or through wholesalers.

University Press Books – Includes sales by university presses irrespective of channel, outlet, or subject of book.

Hardbound and Paperbound Copies Sold in 1997 – Report dollar receipts for books which were sold (shipped and billed) during 1997. Receipts should represent "invoiced values" after deducting cash discounts and returns and allowances. This should correspond to the "net sales" figure in your income account.

HARDBOUND describes books which are bound with paper over board, cloth over board, and artificial or genuine leather, including half- and three-quarter leatherbound books. Board is defined to include binder board, chestnut board, pasted chipboard, and any other board composed of fibrous materials.

PAPERBOUND describes all books or pamphlets bound with paper and includes cloth-backed paperbound books.

PAMPHLET is defined as any collection to be offered for sale of at least 5 but less than 49 paperbound pages, exclusive of the covers. Report music pamphlets on line 99, travel pamphlets on line 124, and all other pamphlets on line 105.

Audio Books – Report receipts for books published in audio cassette or compact disc format on line 106.

Prepackaged Computer Software – Report publishing receipts on line 142.

Line No.	Products and services			Census product code	Value, of receipts, f.o.b. plant		
					(E)		
	(A)			(B)	584 Millions	Thou-sands	Dollars
57	Textbooks (Report multimedia kits on line 120)	ELEMENTARY TEXTBOOKS (Grades K through 8)	Hardbound (including teachers’ editions)	27311 11 7	\$		
58			Paperbound (including teachers’ editions)	27311 12 5			
59			Electronic (CD-ROM, diskette, etc.)	2731J 22 6			
60		HIGH SCHOOL TEXTBOOKS (Grades 9 through 12)	Hardbound (including teachers’ editions)	27311 13 3			
61			Paperbound (including teachers’ editions)	27311 14 1			
62			Electronic (CD-ROM, diskette, etc.)	2731J 24 2			
63		College textbooks, grades 13 and higher (including private business and secretarial schools, and post high school vocational schools, institutes, and training courses of college grade) (Report dictionaries and thesauruses on line 95)					
		Hardbound		27311 15 8			
64		Paperbound		27311 16 6			
65		Electronic (CD-ROM, diskette, etc.)		2731J 26 7			
66		WORKBOOKS, TEXTBOOK-RELATED OBJECTIVE TESTS, MANUALS, ETC., PAPERBOUND	Elementary (grades K through 8)	27311 21 6			
67			High school (grades 9 through 12)	27311 23 2			
68			College (as defined above)	27311 25 7			
69		Standardized tests (including both tests and answer sheets; excluding textbook-related objective tests and manuals), paperbound		27311 31 5			
70	TECHNICAL, SCIENTIFIC, AND PROFESSIONAL BOOKS	Law books (including supplements) (designed for the profession)					
		Hardbound		27313 15 4			
71		Paperbound		27313 17 0			
72	(Continued on next page)	Electronic (CD-ROM, diskette, etc.)		2731J 28 3			

CONTINUE WITH ITEM 18B ON PAGE 10

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued						
Line No.	Products and services (A)		Census product code	Value of receipts, f.o.b. plant (E)		
			581	584	Thou- sands	Dollars
			(B)	Millions		
73	TECHNICAL, SCIENTIFIC, AND PROFESSIONAL BOOKS – Continued	Medical books (including dental subjects)(designed for the profession)				
		Hardbound	27313 25 3	\$		
74		Paperbound	27313 27 9			
75		Electronic (CD-ROM, diskette, etc.)	2731J 32 5			
		Business books (nonfiction books on business for adult readers in the profession)				
76		Hardbound	27313 35 2			
77		Paperbound	27313 37 8			
78		Electronic (CD-ROM, diskette, etc.)	2731J 34 1			
		Other technical, scientific, and professional books				
79		Hardbound	27313 45 1			
80	Paperbound	27313 47 7				
81	Electronic (CD-ROM, diskette, etc.)	2731J 36 6				
82	RELIGIOUS BOOKS	Bibles, testaments, hymnals, and devotionals (including prayer books and missals), hardbound and paperbound	27314 12 9			
		Other religious books (including subscription reference books and books of fiction or nonfiction dealing with religious subjects for adult and juvenile reading)				
83		Hardbound	27314 26 9			
84		Paperbound	27314 28 5			
85		Religious books in electronic format (CD-ROM, diskette, etc.)	2731J 38 2			
86	General Books (Trade, etc.)	Adult trade books, whether published by trade publishers or mass market publishers, books of fiction or nonfiction sold primarily through retail or wholesale book sellers at trade discounts. (Report dictionaries and other general reference books on lines 95–97)				
		Hardbound	2731D 41 8			
87		Paperbound (Report rack-size mass market paperbound books on line 90)	2731D 47 5			
88		Book club books, hardbound and paperbound	2731B 16 4			
89		Mail-order books, hardbound and paperbound	2731C 74 1			
90		Mass market paperbound books, rack-size (Report nonrack-size under adult trade paperbound, line 87.)	2731A 00 0			
		Juvenile books, fiction and nonfiction (excluding toy and coloring books) (Report toy and coloring books on line 136–141)				
91		Hardbound	2731D 51 7			
92		Paperbound	2731D 53 3			
93			General books (trade, etc.) in electronic format (CD-ROM, diskette, etc.)	2731J 42 4		
94	GENERAL REFERENCE BOOKS	Encyclopedias	2731E 21 7			
95		Dictionaries and thesauruses	2731E 41 5			
96		Other (Report atlases on line 122 and almanacs on line 127)	2731E 57 1			
97		General reference books in electronic format (CD-ROM, diskette, etc.)	2731J 44 0			
98	MUSIC BOOKS AND PAMPHLETS, AND SHEET MUSIC	Books, hardbound and paperbound	2731F 16 5			
99		Pamphlets (5 to 48 pages) (Report other pamphlets on line 105 or 124)	2731G 43 7			
100		Sheet music (less than 5 pages) (except music in books or pamphlet form)	2741B 14 7			

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Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued								
Line No.	Products and services (A)			Census product code	Value of receipts, f.o.b. plant (E)			
				581	584		Thou-	
				(B)	Millions	sands	Dollars	
101	Other Books, Not Elsewhere Classified <i>(Report atlases, yearbooks, and almanacs on page 12 and below)</i>	UNIVERSITY PRESS BOOKS	Hardbound	2731F 13 2	\$			
102			Paperbound	2731F 15 7				
103		Other books, not elsewhere classified, hardbound and paperbound		2731F 18 1				
104		Electronic (CD-ROM, diskette, etc.)		2731J 46 5				
105	Other pamphlets (except music or travel; including religious and text)			2731G 59 3				
106	Audio books (books recorded on audio cassettes or compact discs), publishing			2731H 00 5				
Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued								
Part III. MISCELLANEOUS PUBLISHING AND OTHER ACTIVITIES AND SERVICES								
<div>1. Column (E) – Receipts – Report all 1997 receipts after allowances for cash, frequency, volume or other discounts, advertising agency commissions, newsstand and carrier commissions, etc. This figure will generally correspond to the "net sales" figure in your income accounts.</div> <div>2. Mailing list compiling/maintainance (line 113) – If you provide direct mail advertising or marketing services (such as creating and designing advertising campaigns or preparing and mailing such materials) in addition to compiling/maintaining mailing lists for sale or rent, report on line 144.</div>								
Line No.	Products and services (A)			Census product code	Value of receipts, f.o.b. plant (E)			
				581	584		Thou-	
				(B)	Millions	sands	Dollars	
107	Catalogs and Directories Publishing	DIRECTORIES	Telephone	Printed	27416 12 2	\$		
108				Electronic (CD-ROM, diskette, etc.)	27416 14 8			
109			Other (including business reference services)		27417 13 8			
110		Catalogs		27417 16 1				
111	BUSINESS SERVICE PUBLICATIONS (27418)	Business service newsletters		27418 12 8				
112		Business service publications other than newsletters (including tax, credit, government regulations, cumulative indexes, etc.)		27418 14 4				
113	DATABASE PUBLISHING, EXCEPT DIRECTORIES, CATALOGS, OR BUSINESS SERVICE PUBLICATIONS	Mailing lists, compiled/maintained for sale or rent (see instructions above)		73311 00 3				
114		All other database publishing		2741B 52 7				
115	OTHER MISCELLANEOUS PUBLISHING	Patterns (including clothing patterns) (27419)		27419 00 1				
116		Shopping news (2741A)		2741A 00 8				
117		Greeting cards		27711 00 1				
118		Cards, other than greeting cards (including picture postcards, sports and other trading cards, souvenir cards, etc.)		2741B 13 9				
119		Calendars		2741B 15 4				
120		Multimedia kits (Report prepackaged computer software on line 142)		2741B 17 0				
121		(Continued on next page)	Maps, hydrographic charts, and globe covers		2741B 18 8			
122			Atlases and gazetteers		2741B 20 4			
CONTINUE WITH ITEM 18B ON PAGE 12								

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued							
Line No.	Products and services (A)		Census product code	Value of receipts, f.o.b. plant (E)			
			581 (B)	584 Millions	Thou- sands	Dollars	
123	OTHER MISCELLA-NEOUS PUBLISHING – Continued	Micropublishing (publishing in microfilm or microfiche format, including the publishing of original material as well as the republishing of printed matter in microform)		2741B 23 8	\$		
124		Travel guides (in brochure or pamphlet form)		2741B 25 3			
125		Posters		2741B 27 9			
126		Yearbooks		2741B 29 5			
127		Other miscellaneous publications (including almanacs, racing forms, etc.)		2741B 71 7			
128	BOOKS-PRINTING ONLY AND PRINTING AND BINDING (Published elsewhere)	Books, printing only, not bound		2732B 00 7			
129		Books, printing and binding		27320 00 1			
130	Magazine and Periodical Printing (Published elsewhere) (Excluding magazine and comic supplements for Sunday newspapers)	OFFSET (Lithographic)	Sheet-fed	27521 12 9			
131			Web-fed	27521 14 5			
132		Flexographic		2759C 29 2			
133	Preprinted Free-standing Newspaper Advertising Inserts (FSI's)	OFFSET (Lithographic)	Rolls (including hi-fi and spectacolor)	27525 32 8			
134			Sections (2 pages or more)	27525 33 6			
135		Flexographic		2759C 33 4			
136 137 138 139 140 141	OTHER SERVICES AND ACTIVITIES OF THIS ESTABLISH-MENT	Describe and report separately each product with a sales value of \$50,000 or more which cannot be assigned to one of the lines above. For all remaining products, write "Other" and report a single total value.					
				18			
				26			
				34			
				42			
				59			
				67			
142	MISCELLA-NEOUS RECEIPTS	Receipts for publishing prepackaged computer software		97372 25 4			
143		Receipts for on-line retrieval services		97375 00 0			
144		Receipts for providing direct mail advertising or marketing services		97331 00 3			
145		Other miscellaneous receipts (including receipts for repair work, etc.)		99980 98 9			
146	RESALES	Sales of products bought and sold without further manufacture, processing, or assembly in this establishment. The cost of such items should be reported in item 10, line b.		99989 00 6			
147	TOTAL Sum of lines 1–146 column (E)			77000 00 8	\$		

CONTINUE WITH ITEM 22 ON PAGE 13

If not shown, please enter your 11-digit Census File Number from the address label on page 1

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Items 19-21 – Not applicable to this report

REMARKS – Please use this space for any explanations that may be essential in understanding your reported data.

Item 22. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report (*Print or type*)

667	1
-----	---

Telephone

Area code	
-----------	--

2

Number

Extension

[illegible]

Address (Number and street, city, State, ZIP Code)	
--	--

Period covered

FROM: Month

666	1
-----	---

Day

Year

TO: Month

2

Day

Year

Signature of authorized person

Title

Date	
------	--

Please photocopy this form for your records